

AUG 25 1921

Exploitation Ideas—Advertising and Publicity Cuts

that you should use to put over

"CARNIVAL"

the great international photoplay with

Matheson Lang

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Directed by HARLEY KNOLES PRODUCTION

Taken from the play "Carnival" by Matheson Lang and H. C. M. Harding

Scenario by Adrian Johnson and Rosina Henley

There are unlimited ways by which to exploit "Carnival." The very name of the picture suggests a spirit of gayety that lends itself to the type of exploitation that has always proven profitable and particularly attractive. Everything and anything that is light and cheerful and gay and colorful can be utilized in putting this production over.

The exterior of your theatre is an important "attention-attractor" in this case, and the opportunities are unlimited. Flags, bunting, streamers, balloons, in fact, any kind of material of all types and colors can be used to attractively decorate the front of your house.

In your lobby a very inexpensive arrangement can be erected in the form of a fountain, with a number of electric fans concealed at the bottom, and the fountain filled with paper streamers and balloons, so that when the fans are run at full force these balloons and streamers will be blown around the fountain in a light, fantastic manner and attract a great deal of attention. Wherever you have your electric fans, in the lobby or in your theatre, you can very easily glue vari-colored streamers to the frames and with the fans running at top speed they will add considerably to the attractiveness of the decorations.

The most attractive attire for your ushers and other theatre attendants will be dominoes of many colors. These can be made of any medium priced materials and can be worn over any costume. The tall peaked hats with paper tassels will make attractive headgear for your attaches also.

Should your box office be in the front-center of your lobby it would be an easy matter for you to extend the sides so as to have it look like a Venetian gondola. Such a rigging with decorations of many colors will certainly attract attention.

Go to your novelty dealer and gather in all the balloons and other carnival novelties he has in stock, that are purchasable at a reasonable price, and fill your theatre, inside and out, with all the material you can afford.

There is an excellent music cue for this picture, printed in the four page folder. You will be wise in having your orchestra leader follow this in its every detail. It would be extremely attractive to have your singers, if you use any for your prologue, dressed in many-colored domino costumes. Or if you use a single singer have him sing the solo from Pagliacci. This is very appropriate for this picture.

An excellent co-operative merchants' stunt would be

CAST AND SYNOPSIS OF

"CARNIVAL"

An International Photodrama in Seven Parts with Matheson Lang

A HARLEY KNOLES PRODUCTION

Taken from the play, "Carnival" by Matheson Lang and H. C. M. Harding

Scenario by Adrian Johnson and Rosina Henley

CAST OF "CARNIVAL"

Silvio Steno	Matheson Lang
Simonetta (his wife)	Hilda Bailey
Count Andrea Scipione	Ivor Novello
Lelio (Simonetta's brother)	Clifford Gray
Baroness Ottavia (Silvio's sister)	Duchess D'Ansois
Nino Steno	"Twinkles" Hunter

Entire production under the personal direction of Mr. Knoles

Photography by PHILIP HATKIN

Art Director, WILLIE DAVIS

Synopsis of "CARNIVAL"

"Carnival" is a most unusual story, in that the crux of the whole theme is a man having to act on the stage what he has just gone through in real life. The action takes place in Venice at Carnival time.

Silvio Steno, a famous theatrical star has a very pretty, vivacious wife, Simonetta, who with his many interests he is really neglecting. Although he loves her very much he does not share his work with her or give her the companionship she craves.

Silvio is going to open his season the second night of Carnival Week with "Othello." (This big Venetian holiday is the week preceding Lent and corresponds to our Mardi Gras in New Orleans.) He has chosen "Othello," so that his wife can have her first opportunity to play "Desdemona."

The Carnival season is always opened with a grand masked ball and Simonetta, hoping to win back her husband's attentions, has designed for the occasion, a most daring costume which she has named "The Bacchante."

Silvio's best friend, Count Andrea, has been very attentive to Simonetta during her husband's negligence and has fallen desperately in love with her.

The night of the ball, Silvio is suddenly called to the bedside of his old teacher and at the last moment cannot take Simonetta to the ball. As she is all dressed to go she is heartbroken. After all of her plans, her husband will not see her in her wonderful costume.

Gondola after gondola loaded with revelers stops at her door to urge her to come with them. The canals are lit with fireworks. The holiday spirit is everywhere and she must stay at home. Count Andrea, as "Roméo," comes too, and urges her but she refuses. He returns, sings a serenade and climbs the balcony to her. She weakens and goes with him. Only for an hour, to see the merry-makers. In the meantime, Silvio missing his train, returns.

His little boy, "Nino," tells him that his mother has gone to the ball with a strange man. Mad with jealousy, he calls his gondola and goes to the ball to find her. He tears off mask after mask in his search and failing to find her, goes back home to await her coming.

She returns and a painful scene with many complications ensues. She tells him that she has been to the ball with her brother.

The following night at the theatre, he struggles through the play of "Othello" torn by jealousy and doubt. In the Green Room he intercepts a note which his wife has sent to her brother telling him to swear that it was he who took her to the ball. He has seen Simonetta giving money to her scapegoat brother and knows that he is blackmailing her. What is the secret? Other complications ensue; his best friend lies to him; he is frantic. The curtain is called for the last act. He feels he cannot go on for the scenes where "Desdemona" is choked to death by "Othello" for her supposed infidelity. It is too real.

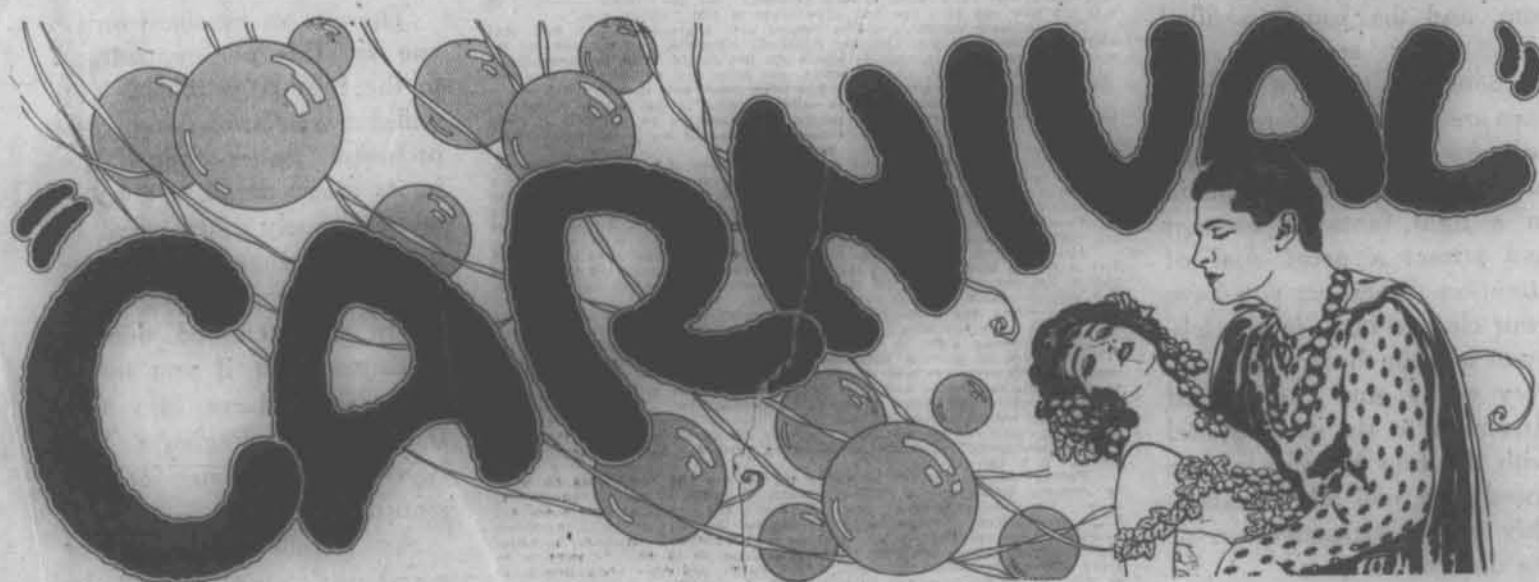
Pulling himself together he makes the effort. The scene goes on when he suddenly bursts into a rage and starts to really choke "Simonetta" to death. The audience is on its feet. A panic. The curtain is rung down and Silvio overpowered. The unconscious Simonetta is carried to the Green Room followed by the terrified company and the dazed husband. A doctor is called and she finally opens her eyes. She asks them all to go. "I want to be alone with my husband," she says. She explains, and after a dramatic finish he takes her in his arms and all is forgiven.

to hold a carnival week, having their windows decorated in gala attire and each of them having special "Carnival" bargains.

Don't overlook the fact that you would be benefited by decorating the whole street on which your theatre is located, making a regular Mardi Gras occasion out of the running of this picture. Span flags and bunting from one side of the street to the other, and

let all the people of the town know about it. Offer prizes on different nights for the people who come to the theatre in the most beautiful costume and you can also hold a masquerade party, offering a number of prizes. If your theatre is in the business section of the city, you could tie-up with all the merchants in that locality. Plenty of red light at nights will attract attention to your theatre. Sky-rockets and all the "Fourth-of-July" implements of war will go well.

Two illustrated titles—Make your own cuts—No cuts or mats of these two designs



AUG 25 1921

Washington, D.C. Aug. 25, 1921

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Library of Congress,
Washington, D.C.

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of
United Artists Corporation

CARNIVAL

in 7 reels

Respectfully,

FULTON BRYLAWSKI

The United Artists Corporation hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
CARNIVAL	8/25/21	L: ©CLL 16891

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AUG 26 1921

Bk. D

Elmer Person

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★ O.K. - F.C.L.

The return of the above copies was requested by the said company, by its agent and attorney, on the 25th day of August, 1921, and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company, hereby acknowledges the delivery to him of said copies and the receipt thereof.

Fulton Brylawski

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